

WHAT IS CLAIMED IS:

1 1. For use in a wireless communications system, a
2 system for automatically customizing operation of a
3 wireless device comprising:

4 a small area transmitter supporting wireless
5 connectivity with wireless devices and a behavior service
6 defining behavior of wireless devices within a service area
7 for the small area transmitter,

8 wherein wireless devices detecting the behavior
9 service upon entering the service area automatically set
10 operation of the wireless device to conform to the behavior
11 defined by the behavior service and associated user
12 preferences.

1 2. The system as set forth in Claim 1 wherein the
2 behavior service defines behavior of wireless devices
3 through a set of attribute-value pairs.

1 3. For use in a wireless communications system, a
2 system for automatically customizing operation of a
3 wireless device comprising:

4 a wireless device configured to communicate with
5 small area transmitters supporting wireless connectivity
6 with wireless devices and a behavior service defining
7 behavior of wireless devices within a service area for the
8 small area transmitter,

9 wherein the wireless device, upon detecting the
10 behavior service when entering the service area, auto-
11 matically sets operation of the wireless device to conform
12 to the behavior defined by the behavior service and
13 associated user preferences.

1 4. The system as set forth in Claim 3 wherein the
2 behavior service defines behavior of wireless devices
3 through a set of attribute-value pairs.

1 5. The system as set forth in Claim 4 wherein the
2 wireless device, upon detecting unavailability of the
3 behavior service following previous availability of the
4 behavior service, restores operation of the wireless device
5 to a state existing prior to automatic setting of the
6 operation of the wireless device to conform to the behavior
7 defined by the behavior service and associated user
8 preferences.

1 6. The system as set forth in Claim 5 wherein the
2 behavior service becomes unavailable as a result of the
3 wireless device leaving the service area of the small area
4 transmitter.

1 7. For use in a wireless communications system, a
2 system for automatically customizing operation of a
3 wireless device comprising:

4 a small area transmitter supporting wireless
5 connectivity and a behavior service defining behavior of
6 wireless devices within a service area for the small area
7 transmitter; and

8 a controller within the wireless device detecting
9 the behavior service upon entering the service area and
10 automatically setting operation of the wireless device to
11 conform to the behavior defined by the behavior service and
12 associated user preferences.

1 8. The system as set forth in Claim 7 wherein the
2 behavior service defines behavior of wireless devices
3 through a set of attribute-value pairs.

1 9. The system as set forth in Claim 7 wherein the
2 controller, upon detecting unavailability of the behavior
3 service, restores operation of the wireless device to a
4 state existing prior to automatic setting of the operation
5 of the wireless device to conform to the behavior defined
6 by the behavior service.

1 10. The system as set forth in Claim 9 wherein the
2 behavior service becomes unavailable as a result of the
3 wireless device leaving the service area of the small area
4 transmitter.

1 11. The system as set forth in Claim 7 wherein the
2 user preferences specify, for each behavior associated with
3 a known attribute within attribute-value pairs received
4 from the small area transmitter, one of automatic
5 acceptance of the behavior, automatic rejection of the
6 behavior, and notification of a user for manual acceptance
7 or rejection of the behavior, wherein the acceptance,
8 rejection, or notification may be conditional or
9 unconditional.

1 12. For use in a wireless communications system, a
2 method of automatically customizing operation of a wireless
3 device comprising:

4 providing, from a small area transmitter
5 supporting wireless connectivity with wireless devices, a
6 behavior service defining behavior of wireless devices
7 within a service area for the small area transmitter,

8 wherein wireless devices detecting the behavior
9 service upon entering the service area automatically set
10 operation of the wireless device to conform to the behavior
11 defined by the behavior service and associated user
12 preferences.

1 13. The method as set forth in Claim 1 wherein the
2 step of providing a behavior service defining behavior of
3 wireless devices within a service area for the small area
4 transmitter further comprises:

5 transmitting a set of attribute-value pairs for
6 reception by wireless devices within the service area.

1 14. For use in a wireless communications system, a
2 method of automatically customizing operation of a wireless
3 device comprising:

4 receiving, in a wireless device configured to
5 communicate with small area transmitters supporting
6 wireless connectivity with wireless devices, a behavior
7 service defining behavior of wireless devices within a
8 service area for the small area transmitter,

9 wherein the wireless device, upon detecting the
10 behavior service when entering the service area, auto-
11 matically sets operation of the wireless device to conform
12 to the behavior defined by the behavior service and
13 associated user preferences.

1 15. The method as set forth in Claim 14 wherein the
2 step of receiving a behavior service defining behavior of
3 wireless devices within a service area for the small area
4 transmitter further comprises:

5 receiving a set of attribute-value pairs transmitted
6 by the small area device.

1 16. The method as set forth in Claim 15 further
2 comprising:

3 upon detecting unavailability of the behavior
4 service to the wireless device following previous
5 availability of the behavior service, restoring operation
6 of the wireless device to a state existing prior to
7 automatic setting of the operation of the wireless device
8 to conform to the behavior defined by the behavior service
9 and associated user preferences.

1 17. The method as set forth in Claim 16 further
2 comprising:

3 leaving the service area of the small area
4 transmitter, wherein the behavior service becomes
5 unavailable to the wireless device.

1 18. For use in a wireless communications system, a
2 method of automatically customizing operation of a wireless
3 device comprising:

4 providing a behavior service defining behavior of
5 wireless devices within a service area for a small area
6 transmitter supporting wireless connectivity to the
7 wireless devices;

8 detecting the behavior service within a wireless
9 device upon entering the service area; and

10 automatically setting operation of the wireless
11 device to conform to the behavior defined by the behavior
12 service and associated user preferences.

1 19. The method as set forth in Claim 18 wherein the
2 step of providing a behavior service defining behavior of
3 wireless devices within a service area for a small area
4 transmitter supporting wireless connectivity to the
5 wireless devices further comprises:

6 transmitting a set of attribute-value pairs
7 defining behavior of wireless devices.

1 20. The method as set forth in Claim 19 further
2 compriseing:

3 upon detecting unavailability of the behavior
4 service following previous availability of the behavior
5 service to the wireless device, restoring operation of the
6 wireless device to a state existing prior to automatic
7 setting of the operation of the wireless device to conform
8 to the behavior defined by the behavior service and
9 associated user preferences.

1 21. The method as set forth in Claim 20, further
2 comprising:

3 leaving the service area of the small area
4 transmitter, wherein the behavior service becomes
5 unavailable to the wireless device.

1 22. The method as set forth in Claim 18, further
2 comprising:

3 specifying, within the user preferences, one of
4 automatic acceptance of the behavior, automatic rejection
5 of the behavior, and notification of a user for manual
6 acceptance or rejection of a behavior for each behavior
7 associated with a known attribute within attribute-value
8 pairs received from the small area transmitter, wherein the
9 acceptance, rejection, or notification may be conditional
10 or unconditional.